Business Communication

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ABSTRACT: This information reflects the multiple forms of communication used in business. Effective business communication is utilized in resumes, cover letters, presentations and goals. These topics are covered and explained how good communication is critical in all aspects of business.

KEYWORDS: *business communication, effective communication*

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Resumes, memos, cover letters and mission statements all have a message that is meant to appeal to the correct reader. These are ways of communicating through business. Is there a correct way to communicate professionally to a future employee through these forms? Many would argue that there are model resumes, cover letters or memos that hold the norm for correct English, but it does not necessarily mean that they are correct. Business communication is a very large part of the lives of any individual in the labor force. If done correctly, one can capture their dream job. In this paper, I will discuss the multiple forms of business and goal-reaching communication in the business world today.

If you have ever gotten your resume critiqued by a professional, you know that there is a lot more to the process than expected. Formatting is one thing, but lets focus on the bullet points that are within a resume. These are meant to standout to a future employer and impress them. We tell a story through bullet points to, hopefully, land an interview with that job you have ever so wanted. According to Smith, it takes just six seconds to make a first impression on someone. So, you may see the importance of this in terms of making an impression on a potential employer and realize how crucial your resume is. Your resume will carry on your story when you are not meeting with someone face-to-face. Smith says that you must include a few things on your resume: contact information, accomplishments, employment history, metrics and URLs (2014, par. ). This list of things to include on a resume is one way of communicating a story to your future employer. I recently attended Networking Night through my Sales Fraternity, Pi Sigma Epsilon, and handed out about ten resumes to recruiters. I received a lot of positive feedback on my resume based on my employment history and accomplishments. The recruiters looked at my resume for less than ten seconds and they already read a good chunk of my life story. They know where I have worked and what I have done with my career thus far. I was asked to talk about my sales internship this past summer, what I have accomplished in PSE and what I am currently looking for in a future opportunity. My resume told a story that I was able to go in depth and explain more about to create an interest as a job candidate.

I communicated a story through my resume by correctly stating what I have done through bullet points. Is there a right or wrong way of getting across what you want to say in a resume? There are many different ways that you can formulate sentences to discuss your career history. Choosing what to say and how to say it determines the amount of interest your employer will have when reading it. There are multiple templates available showing what the “correct” way of communicating your story is, but, in the end, the norm way of creating a resume does not mean it is correct. You may choose whatever tactic you desire when talking about what you have done on a resume. Carefully read over your resume and assure it reflects the best possible explanation of your story. The objective is to sell yourself to your employer in the first few seconds of that piece of paper in front of them. Though there are multiple models of resumes, the “correct” way of selling yourself is up to you.

Since there is no actual right or wrong way to create your resume, is there a correct way of overall communicating in business? When researching this topic, I thought a lot about sales. In sales you must ask yourself, who is your buyer? If you know your buyer well enough, you have the advantage of knowing what to say and how to say it so that they decode your message the way you intended. As there are multiple approaches to any sales pitch, I have learned that every buyer is different. I had a sales internship in Dallas, TX this past summer selling B2B digital advertising. This was an inside sales job, which means all business was done over-the-phone. Getting someone to purchase from you without seeing you face-to-face is not easy. To be successful, I learned one must communicate the right words to the right people. The diction you choose to use can be the difference between making a sale or being declined. Knowing your buyer gives you an insight on how your words will be perceived. Like a resume, proper business communication is entirely up to you.

As discussed, good communication is key in a sales pitch. Sales are not the only aspect of business that has guidelines for properly communicating. In fact, good communication is key for any business. According to Lorette, good communication leads to a boost in sales for a business(…). Internal communication is huge for any type of business. If you look at the different levels of management, you can see the messages that are passed down from executives. Chuck Williams explains the top managers such as CEOs pass information to middle, or general, managers. Middle managers communicate that message to first-line, or shift managers. First-line managers then pass information to team leaders, or labor employees (Williams p. 7, par.). This extensive process can be difficult to keep everyone on the same page. Communication is critical due to the long process of passing down information. Messages can get mixed up throughout the process, which leads to poor communication. I used to work at Jimmy Johns as a lower-level employee, which meant I would receive information from first-line managers. If the middle manager communicated our jobs effectively, we would know what our job entailed. But, if one of the managers did not use good communication somewhere along the line, we would not know the correct job to do. This had happened at Jimmy Johns with simple cleaning tasks. Little things here and there would be messed up, which can be dysfunctional to the operations of a business. If you take the same concept of poor communication and apply it to a bigger business with many more lines of management and employees, you can only imagine the problems to come.

Since poor communication brings up problems in a business, how do we properly communicate? According to Everse, there are a few ways to communicate your strategy effectively: keep the message simple in deep meaning, build behavior based on market and customer insights and think broader than the typical CEO-delivered message (2011). These strategies reflect good communication in a business. Keeping the message simple, but in deep meaning is important for the message to remain the same throughout the whole process. Communicating this strategy will influence employees to care more about what they’re doing by understanding the deep meaning of what their job will do for the overall business. Building behavior based on market and customer insights is a tactic used to bring teams together. Understanding the market of a business will inform employees on how their job affects their business standing in the market. Finally, thinking broader is the last strategy discussed to communicate in a business internally. Thinking broader relates back to understanding the market. Giving employees a ‘think outside of the box’ mindset motivates them to do their job correctly, which they will pass down to lower management when explaining what needs to be done. These strategies are examples of good communication in a business. There is no right or wrong way of communicating, but it is critical that the strategy is done effectively so that operations run smoothly.

All of the information above has something in common: goals. Communicating goals is one of the most important things in business. For your resume or a cover letter, the goal is to sell yourself to a future employer. Communication is done through stating whom you are to land that interview. When in an interview, you communicate face-to-face with a future employer and use strategies to reach the goal of receiving a job offer. Once you land that job, you are hired into a huge line of communication through management. Whatever position you hold lays a list of goals. If you communicate correctly, these goals can be reached. A company’s mission statement is an example of a goal. Starbucks mission statement is: to inspire and nurture the human spirit—one person, one cup and one neighborhood at a time. This is a way of communicating Starbucks objective to understand their motives. Their goal is communicated inside and outside of the business to briefly explain an overall vision. Goal-reaching communication is a large factor of business because it sets the focus and offers meaning to why we are doing something. Another example is giving a presentation. Coloso (2015) found five ways to develop a presentation: connect with your audience, paint a picture in your audience’ mind, put incredibly great content, use statistics and data and you are the presentation. These are strategies used to create the best possible presentation and reach your goal. Communicating is utilized in all of these steps. If done so effectively, communication will get allow you to reach whatever goal you have for that presentation. Goal oriented communication in business givers an overview on business operations.

Communicating is the only way a business can run. Whether it is a resume, sales call, internal or through goals, communication is how a business operates. The proper use of communicating is undefined. You may choose any tactic desired to communicate whatever it is you are doing in the business world. The overall goal is the main idea to recognize because this will allow you to brainstorm the best ways to communicate. Although many argue that there are right and wrong ways to go about communicating in business, it is up to you. This sort of guidance has become the norm way of doing things over years. We are told to follow the norms of business communication because that is what has worked in the past. There is no right or wrong way of doing communicating, but only theories.

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